

EUROPE ATP 2013

St. Julian's, Malta

GROWING TALENT IN EUROPE

GAINING ADVANTAGE
THROUGH ASSESSMENT



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Malta



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25-27
September



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REGISTRATION HOURS

Wednesday, 25 September

10:00 - 18:00

Thursday, 26 September

08:00 - 18:00

Friday, 27 September

08:00 - 13:00

SCHEDULE-AT-A-GLANCE

WEDNESDAY, 25 September

10:00 – 18:00.....	Registration Open	Bay Foyer
13:00 – 14:15.....	Welcome & Opening Keynote Address.....	Spinola Bay
14:15 – 14:45.....	Exhibits & Coffee Break.....	St. Julian's Bay/St. George's Bay
14:45 – 15:45.....	Breakout Sessions	
15:45 – 16:15.....	Exhibits & Coffee Break.....	St. Julian's Bay/St. George's Bay
16:15 – 17:15.....	Breakout Sessions	
17:15 – 18:30.....	Exhibits & Networking.....	St. Julian's Bay/St. George's Bay

THURSDAY, 26 September

08:00 – 08:30.....	E-ATP/ATP Member Meeting	Castillian Suite
08:00 – 18:00.....	Registration Open	Bay Foyer
08:30 – 09:45.....	Keynote Presentation	Spinola Bay
09:45 – 10:00.....	Exhibits & Coffee Break.....	St. Julian's Bay/St. George's Bay
10:00 – 11:00.....	Breakout & Sponsor Sessions	
11:00 – 11:15.....	Exhibits & Coffee Break.....	St. Julian's Bay/St. George's Bay
11:15 – 12:15.....	Breakout & Sponsor Sessions	
12:15 – 13:30.....	Demo Competition & Lunch with Exhibitors	St. Julian's Bay/St. George's Bay
13:30 – 14:30.....	Breakout & Sponsor Sessions	
14:30 – 14:45.....	Exhibits & Coffee Break.....	St. Julian's Bay/St. George's Bay
14:45 – 15:45.....	Breakout Sessions	
15:45 – 16:00.....	Exhibits & Coffee Break.....	St. Julian's Bay/St. George's Bay
16:00 – 17:00.....	Breakout & Sponsor Sessions	
17:00 – 18:00.....	ATP Reception with Exhibitors & Demo Competition.....	St. Julian's Bay/St. George's Bay
19:00 – 22:00.....	Prometric Sponsored Event	

See the Prometric Booth for more details!

FRIDAY, 27 September

08:00 – 08:30.....	Sponsor Debrief.....	Phoenician Suite
08:00 – 13:00.....	Registration Open	Bay Foyer
08:30 – 10:00.....	E-ATP Security Committee Briefing and Demonstration..	Castillian Suite
09:00 – 10:00.....	Breakout & Sponsor Sessions	
10:00 – 10:30.....	Exhibits & Coffee Break.....	St. Julian's Bay/St. George's Bay
10:30 – 11:30.....	Plenary Session	Spinola Bay
11:30 – 11:45.....	Exhibits & Coffee Break.....	St. Julian's Bay/St. George's Bay
11:45 – 13:00.....	Closing Keynote & Demo Awards	Spinola Bay

DEAR CONFERENCE DELEGATES,

It gives us great pleasure to welcome you all to the stunning city of St. Julian's, Malta. We are truly honored to be here for our fifth annual Growing Talent in Europe/Gaining Advantage Through Assessment Conference.

Europe ATP (E-ATP) is the Division of the Association of Test Publishers that brings together European test publishers and providers of assessment tools and services in Europe for the purposes of networking, sharing innovative ideas, and creating both educational and marketing opportunities related to testing and assessment.

We are pleased to be here in Malta with the foremost leaders in the European testing industry, to discuss the current advancements and opportunities in the field and to share experiences and best practices. Our conference committee has strived to provide a programme that will help you to advance your assessment goals and to take better advantage of assessment's potential as tool to enrich the near future of Europe..

We hope this conference will facilitate new networks, lead to new business opportunities and, at the same time, educate and inform industry professionals about the latest developments and research projects in the field of educational and performance assessment.

The conference will feature keynote speakers including Bob Athwal, Director of the Careers Service at the University of Leicester and co-author of *Getting It Right*, the first book in the UK aimed at graduate developers and recruiters. His address, *Skills For a Techno Generation*, will discuss ways in which the industry can reshape itself to suit the skills, needs and expectations of a modern generation of graduates.

We also hope you will take time at this conference to pursue networking opportunities which will serve to enrich both your personal and professional lives as you make friends and contacts from the different areas of the assessment community.

And finally we would like to acknowledge that this conference would not be possible without the financial support of our valued sponsors. We urge all delegates to visit their stands and attend their sponsor sessions.

We wish you a productive conference as well as a relaxing, educational experience!

Sincerely,



William G. Harris, Ph.D.
Chief Executive Officer
Association of Test Publishers



Garrett Sherry
Chair, E-ATP
AVP & Country Manager, U.K. and Ireland
Prometric

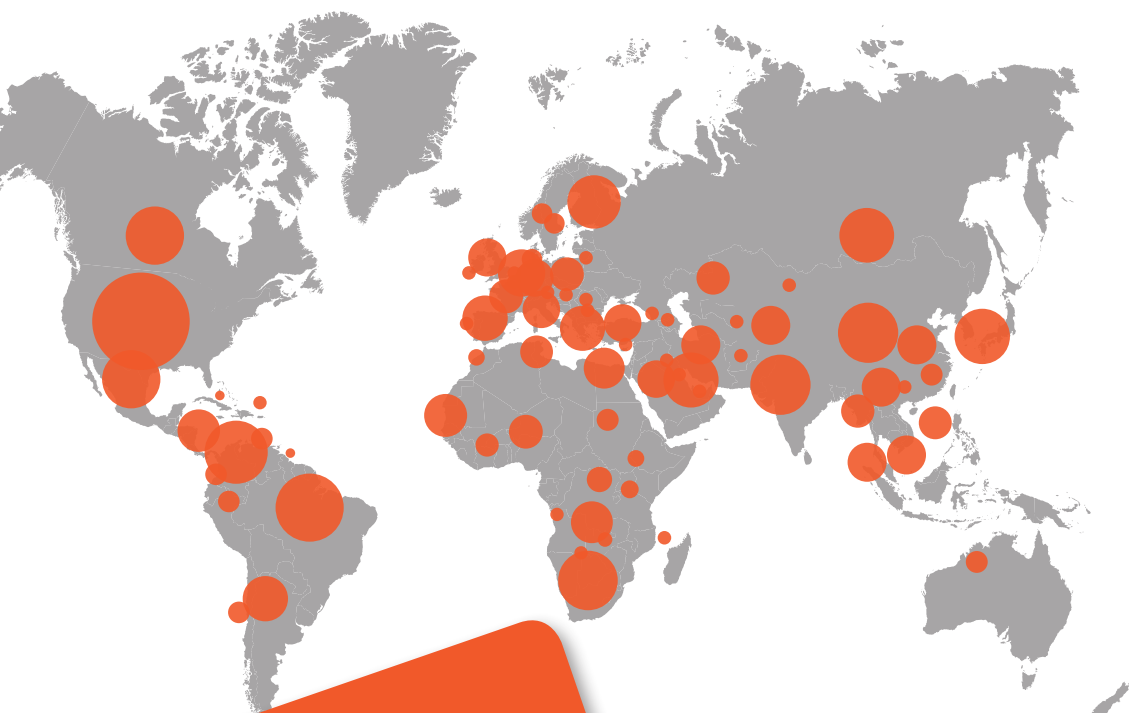


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KEYNOTE SPEAKER PROFILES

Steve Wheeler

Associate Professor of Learning Technologies, Plymouth University



Steve Wheeler is Associate Professor of Learning Technologies at Plymouth University, in South West England. Originally trained as a psychologist, he has spent his entire career working in media, technology and learning, predominantly in

nurse education (NHS 1981-1995) and teacher education (1976-1981 and 1995-present). He is based in the Plymouth Institute of Education.

Steve teaches on a number of undergraduate and post-graduate teacher education programmes in the UK and overseas. He researches into e-learning and distance education, with particular emphasis on the pedagogy underlying the use of social media and Web 2.0 tools, and he also has research interests in mobile learning and cyber-cultures. Steve is regularly invited to speak about his work and has given keynotes and invited lectures to audiences in 30 countries across 5 continents. He is currently involved in several research programmes related to e-learning, social media and handheld technologies.

He is the author of more than 150 scholarly articles, with over 2500 academic citations and is an active and prolific edublogger. His blog Learning with 'e's is a regular online commentary on the social and cultural impact of disruptive technologies, and the application of digital media in education and training. It currently attracts in excess of 150,000 views each month.

David Rippon

Head of OD, Sunderland City Council



Dave Rippon is the head of organisational development and workforce development at Sunderland City Council. He has led the development and launch of the council's Internal Jobs Market from the ideas stage through to implementation, leading to hundreds of employees changing roles and job types.

Dave has worked for Sunderland City Council for more than 30 years. During that time he has worked in various sections within the human resources area but started his life there as an accountant. His personal experience of career change strengthens his belief in discovering people's underlying potential and playing to their personal strengths.

Bob Athwal

Director of the Careers Service, University of Leicester



Bob has a first degree in Mathematical Modelling as well as an Executive MBA and began his career as Students Union President. After two years Bob joined Enterprise Rent-A-Car on their graduate programme. Bob very quickly established himself at Enterprise and enjoyed many successes ending his career at Enterprise as the Resourcing Manager for London and the Southeast in 2004.

Bob has worked as a supplier to the graduate recruitment industry as the UK Graduate Marketing Manager for graduate-jobs.com. In 2006, Bob joined RWE npower as Head of Graduate Schemes responsible for both recruitment and development of graduates, and during his last 18 months at RWE npower was the HR Business Partner to the CEO and CFO direct reports. During the 5 1/2 years at RWE npower, Bob and his team transformed the npower brand into one of the most dynamic, visible and successful brands in graduate recruitment and development. In 2008 RWE npower won both awards that year for Innovation on Campus for the much acclaimed "npower energy challenge".

Bob is recognised as an industry expert, a regular International conference speaker, as well as a former Board member of the Association of Graduate Recruiters (AGR). In 2011 'Getting it Right', of which he is a co-author, was published, this is the first book in the UK aimed at graduate recruiters and developers. He is qualified in Level A & B as well as Step 1 & 2 of MBTI.

In 2012 Bob joined the University of Leicester to become the Director of the Career Development Service to lead a step change in University and employer collaboration. Bob and his team have already been highly commended by graduate employers with their stance for "no prep no entry" to campus events, ensuring that employers engage in quality conversations with employers.

Sue Stanhope

Director of HR & OD, Sunderland City Council



Sue Stanhope is Director of HR & OD at Sunderland City Council. Prior to joining the Council fifteen years ago Sue worked in the HR field in both the private and public sectors. Starting her career in HR more than 25 years ago in training and development she has subsequently gained experience across all HR and OD areas. More recently as Director she has worked with the Chief Executive and colleagues from across the council and within HR & OD to develop and inform the transformation programme and the council's improvement journey.

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PROMETRIC



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WEDNESDAY, 25 SEPTEMBER

10:00 – 18:00...Registration Open
Bay Foyer

13:00 – 14:15...Welcome & Opening Keynote Address
Spinola Bay

14:15 – 14:45...Exhibits & Coffee Break
St. Julian's Bay/St. George's Bay

14:45 – 15:45...Breakout Sessions

15:45 – 16:15...Exhibits & Coffee Break
St. Julian's Bay/St. George's Bay

16:15 – 17:15...Breakout Sessions

17:15 – 18:30...Exhibits & Networking
St. Julian's Bay/St. George's Bay



WELCOME AND OPENING KEYNOTE:

13:00 – 14:15

Room: Spinola Bay

Steve Wheeler

Associate Professor of
Learning Technologies,
Plymouth University

Skills, Competencies and Literacies: What are the Needs of the Digital Generation?

There is much talk about the 'digital generation', a generation of individuals that has grown up in an age where technology, media and telecommunication have deeply pervaded into society. The digital generation is characterised variously as a generation of young people who are more adept at using technology to communicate than their predecessors, naturally skilled in their use of handheld technology, weak on concentration, but strong on multi-tasking, games oriented, and nodes of their own knowledge production. This raises a number of pertinent questions for educators.

Whatever label we confer on this generation - Digital Natives, Homo Zappiens, Millennials, the Y Generation are but a few - do they have the prerequisite skills to optimise their use of technology in formal learning contexts? Do they learn differently to previous generations, or is this simply an erroneous assumption? More importantly, are educational institutions prepared to cater for the needs and expectations of the digital generation? Are current delivery and assessment methods becoming increasingly anachronistic in the face of the digital revolution? How do digital literacies differ from traditional literacies? Do they replace or supplement older methods of communication?

This presentation will address all of the above questions, drawing on new and emerging theories of learning, empirical evidence from published research, and personal observations from more than 30 years of professional practice in the further and higher education sectors.

EXHIBITS & COFFEE BREAK:

14:15 – 14:45

Room: St. Julian's Bay/St. George's Bay



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BREAKOUT 1-1

► EDUCATE ► SKILL ► EMPLOY

Innovations in Testing for Multi-Profile, Multi-Lingual and High Volume Testing

Room: Carthaginian Suite

The European Union (EU) has set a key aim to develop as the major centre for knowledge workers in the 21st Century. In line with this aim, five years ago the European Personnel Selection Office (EPSO) was mandated to design and implement a complete overhaul of the processes through which the EU civil servants who staff the EU Institutions are selected and recruited. The scale and diversity of the project extends to 27 and soon 28 member states, and across 24 languages. This requires robust, reliable and fair assessments on a very large scale across the board. The major innovations embraced are three-fold:

1. Test content, where there has been a need to find the appropriate balance between cognitive abilities, professional skills tests, and general competencies in order to ensure high predictive validity of future job performance.
2. In order to cope with high volume testing delivered across Europe (above 70,000 on a yearly basis), the increased use of cutting-edge testing methods and technologies.
3. The development of tailor-made solutions for the EU Institutions' broad range of profiles and needs, such as audio-visual computer-based tests for interpreters, new professional skills tests created for EPSO which target specific profiles and which concern competencies in accuracy or prioritising and organising, or the introduction of Situational Judgement Testing.

Speaker 1: Paula Chadwick
European Personnel Selection Office

Speaker 2: David Bearfield
European Personnel Selection Office

BREAKOUT 1-2

► EDUCATE ► SKILL ► EMPLOY

The Cambridge Approach to 21st Century Skills: Advances in Teaching, Assessment and Support for Learners

Room: Castillian Suite

What are 21st century skills? How can learners develop these skills and show evidence of them? How can teachers provide support? We outline six major approaches to developing this diverse array of skills and knowledge. We then demonstrate how Cambridge Assessment is already using a variety of research-driven assessment techniques to measure thinking skills, creative processes, ICT literacy, collaboration and citizenship. Our range of educational programmes connecting learning with real-world issues include: GCSE Product Design;

Advanced Level Critical Thinking; Extended Project Qualifications; and, developed collaboratively with the College Board, the pilot AP/ Cambridge Capstone Programme. Additionally, Global Perspectives is a cross-curricular study programme, assessed at IGCSE, AS Level and Cambridge Pre-U. It emphasises thinking critically about a range of global issues where there are always multiple viewpoints. With this innovative suite of courses, and through its school network spanning over 160 countries, Cambridge International Examinations is well placed to support and encourage its learners to develop their own Global Perspectives. To achieve this, we have conducted international trials in new online services that encompass blended learning, international collaboration and the use of e-portfolios to capture evidence of skills development. The overall aim of this session is to provide opportunities to share and discuss evidence-based thinking on 21st Century skills.

Speaker 1: Irenka Suto
Cambridge Assessment

Speaker 2: Matthew Richards
Cambridge International Examinations

BREAKOUT 1-3

► EDUCATE ► SKILL ► EMPLOY

Measuring What Matters: Assessing Skills for the 21st Century

Room: Norman Suite

The Scottish Survey of Literacy and Numeracy (SSLN) is the Scottish Government's annual sample survey of pupil attainment. It monitors national performance in literacy and numeracy, in alternate years, for school children at P4, P7 and S2. Findings from the survey are also used to inform resources for practitioners to facilitate improvements in learning, teaching and assessment at the classroom level. The SSLN was developed to support assessment approaches for the new Scottish curriculum, Curriculum for Excellence (CfE). Every school in Scotland is invited to take part. The 2012 survey focused on literacy, assessing reading, writing, and listening and talking. In terms of reading, it is becoming more and more important for young people to be able to read, interpret and evaluate non-traditional texts, such as websites and moving images. The 2012 SSLN set about designing assessment instruments which would assess this skill and allow robust analysis and reporting over time. In terms of listening and talking, a key 'soft' skill for employers in the 21st century is group discussion. The 2012 SSLN attempted the difficult task of collecting assessable evidence of performance in group discussion on a national scale. This seminar will describe the assessment processes used to assess these 21st century skills (reading websites and moving image, and group discussion) and the skills which were assessed. It will highlight the key findings and will consider the implications of these for education in general, and society as a whole.

Speaker 1: Barbara Hill
Scottish Qualifications Authority

Speaker 2: Gordon Brown
Scottish Qualifications Authority

WEDNESDAY, 25 SEPTEMBER 14:45 – 16:15

BREAKOUT 1-4

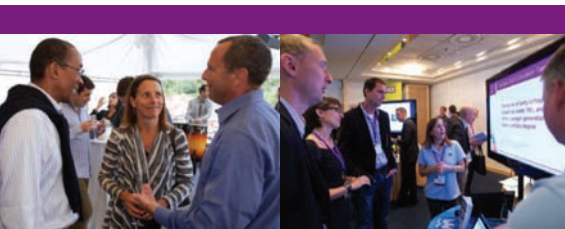
► EDUCATE ► SKILL ► EMPLOY

Badging and its Impact on Credentialing

Room: Phoenician Suite

Badging has come on to the scene and has many within our industry curious as to whether we should be excited, indifferent or disappointed. This seems perfectly acceptable, given how relatively immature “badging” is. However, when Harvard Business Review highlighted it as 1 of 4 innovations to watch in 2013 and respectable experts in higher ed claim it has more disruptive potential than MOOCs, indifference can only be allowed for so long. The purpose of this session is to take an in-depth look at what badging is, what it is not, and the potential impact on our industry. We will explore concepts like open badges vs. digital badges, micro-credentials, gamification, endorsements, validation and learning paths. The audience will leave with a more concrete understanding of badges and further develop their opinions towards them.

Speaker: **Jarin Schmidt**
Pearson VUE



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MEMBERSHIP BENEFITS**

THURSDAY

8:00 - 8:30

ROOM: CASTILLIAN SUITE



ALL ARE WELCOME!

BREAKOUT 1-5

► EDUCATE ► SKILL ► EMPLOY

Learning From Test Preparation: European Candidate Usage and Performance

Room: Roman Suite

Test publishers and test takers want test scores to accurately reflect test taker capabilities and talent. Critical to that goal is test preparation, whereby test takers become familiar with the content and structure of tests to obtain valid results. To help their customers prepare, publishers often provide free or low-cost test preparation materials but what might publishers expect from their test preparation products in terms of use and impact among European test takers? This session provides an in-depth look at the preparation activities of European citizens and residents planning on attending graduate-level business programs. Data from GMATPrep® (free software to help prepare for the GMAT® exam) will be used to answer the following questions:

1. How close to their exam date do European candidates start using test preparation software?
2. How frequently do they access the tool?
3. How close are scores on the low-stakes practice exams to their actual scores?
4. Are there certain student characteristics that lead to the most and least accurate results?
5. What do European candidates purchasing additional test preparation products have in common?

Answers to these questions will be of interest to any company offering or planning to offer test preparation products. They can provide a baseline for evaluating existing products and help set initial expectations for those planning a similar service.

Speaker 1: **Lawrence Rudner**
Graduate Management
Admission Council, USA

Speaker 2: **Rebecca Loades**
Graduate Management
Admission Council, Italy

**EXHIBITS &
COFFEE BREAK:
15:45 – 16:15**

Room: St. Julian's Bay/St. George's Bay

WEDNESDAY, 25 SEPTEMBER 16:15–17:15

BREAKOUT 2-1

► EDUCATE ► SKILL ► EMPLOY

Using Innovative CBT for Nationwide Educational Exams

Room: Carthaginian Suite

For about 12 years, the Dutch ministry of Education has delivered a large number of both diagnostic tests and high stake summative exams in the Netherlands as CBT. The exams are delivered at the infrastructure of 1500 schools. It is expected that one million CBT deliveries in 2015 and this number is growing. We are in the process of developing a new set of diagnostic high school tests for literacy and numeracy. These innovative tests will be implemented in the next two years. Cito is developing the content for these tests, according to the QTI standard.

One of the innovations will be the automatic scoring of complex item types, like essays, formulas, drag and drop etc. In the near future, these diagnostic tests will be delivered as adaptive tests. To be able to meet the current IT-standards, they have developed a new open source system to deliver the CBT tests and exams, called Facet. Schools can choose to deliver exams online or offline and will be able to deliver exams on Windows, Linux and Mac machines. This session will provide a quick run through of some of the CBT exams and tests they have implemented and are implementing. You will be shown the highlights of the Facet system and some of the advanced and automatically scored item types that are included in the DEP QTI profile.

Speaker 1: Nynke de Boer
College voor Examen, the Netherlands

Speaker 2: Robert Kars
DUO, the Netherlands

Speaker 3: Allard Buijze
Trifork, the Netherlands

BREAKOUT 2-2

► EDUCATE ► SKILL ► EMPLOY

Pushing the Boundaries

Room: Roman Suite

AAT is a registered UK charity that provides qualifications for accounting technicians in the UK, in the rest of Europe and across the world. These qualifications are routes to employment for thousands of students, making a significant contribution to the economies of countries. The qualifications are taken up by many types of people, whether at school or in further education, up-skilling or returning to work after a period of absence, and the age of students ranges from 16 to 60. Studies are completed at training centres or through distance learning. Students are assessed at key stages by computer-based assessment based on work-place scenarios. Not all students wish to pursue a career in accountancy, and AAT is modularising its existing qualifications, and adding new ones to its portfolio, to provide a variety of options for achieving skills that are applicable in any area of employment, whether a plumber, a baker or a child-minder. As well, AAT is exploring new possibilities through the localisation of its qualifications, whether this entails quite simple adjustments such as currencies or types of scenario to suit local business contexts, or more complex developments such as translation into other languages.

This session will show how AAT is addressing the educational, skills and employment needs of governments and employers through innovative and effective assessments and how this is contributing to the economies of countries in Europe and beyond.

Speaker 1: Martin Mackain-Bremner
AAT

Speaker 2: Paul Bowen
AAT



WEDNESDAY, 25 SEPTEMBER 16:15–17:15

BREAKOUT 2-3

► EDUCATE ► SKILL ► EMPLOY

Regulation and Skills Passports On-Line

Room: Norman Suite

The Petroleum Driver Passport Scheme in the UK logistics sector will shortly become the standard that all drivers in the industry will be required to meet. This session will focus on how the framework was developed and how the systems have been implemented to enable a flexible on-line assessed system along with photo ID certification.

Speaker 1: Gary Quinn
Scottish Qualifications Authority

Speaker 2: Fraser Talbot
Scottish Qualifications Authority



BREAKOUT 2-4

► EDUCATE ► SKILL ► EMPLOY

Identifying and Actioning Talent Needs for European Organisations: Leveraging the Value of Test Data

Room: Phoenician Suite

This session speaks directly to the focus of the conference by describing the talent challenges that European organisations are facing and how those organisations can gain the edge through testing. In today's volatile environment, the C-suite and no less than the CEO want answers to such questions as:

1. Are our talent attraction strategies effective compared to our industry and the geographies we operate in
2. How do I size the risk in making the next round of senior appointments in my business?

These questions about people flag the broader strategic value of test data. Yet a clear challenge to the industry is how to communicate that value to those who lack a strong background in testing. We address that challenge by sharing recent engagements across Europe and show how to demonstrate the value of test data to the C-suite.

The session does this through:

1. A short orientation to the data, the models and the displays deployed
2. Two short case stories. The first addresses the effectiveness of a graduate hiring programme for a leading retail brand and the second looks at post-hire capabilities and optimising the workforce in the telecoms industry
3. A summary of the questions that over 50 client reports have addressed to provide a frame for how to deploy test data to address talent strategy questions
4. The closing section will be a facilitated audience dialogue to draw out thoughts on how to communicate the value of assessment data to senior stakeholders in organisations

Speaker 1: Eugene Burke
Chief Science & Analytics Officer

Speaker 2: Tom Gibbs
CEB-SHL

Speaker 3: Emily Hill
CEB-SHL

Speaker 4: Sara Asady
CEB-SHL

WEDNESDAY, 25 SEPTEMBER 16:15 – 18:30

BREAKOUT 2-5

► EDUCATE ► SKILL ► EMPLOY

What are You Worth? How to Determine the Value of Your Certification Program

Room: Castillian Suite

What is the value of your certification program? Why would a person want to take on the expense, preparation time, and effort to earn your certification and maintain it? The answer to the question of value can make or break the success of a credential and the long-term growth of a credentialing organisation. While licenses or registered programs have a clear value in gaining access to a profession, voluntary certification programs have a variety of potential value propositions, such as:

1. Entry into a profession and/or professional group
2. Increases in salary
3. Career advancement
4. Respect among peers and colleagues
5. Personal accomplishments
6. Life-long learning and/or professional development
7. Emotional benefits (e.g., confidence and self-efficacy)
8. Protecting the safety and welfare of the public
9. Marketability

In this session, the presenters will discuss a framework for collecting, analysing, and publically presenting information on certification value. Two different credentialing programs will be discussed along with how the data was uniquely utilized to the advantage of these programs. The presentation will provide credentialing organisations with practical advice and strategies for using the research and analysis of their own credentials to enhance the marketing and growth of their programs and to drive future product improvements.

Speaker 1: Rory McCorkle

International Credentialing Associates (ICA)

Speaker 2: Alexandra Kassidis

International Credentialing Associates (ICA)

Speaker 3: Nikki Eatchel

Vice President, Program Management

**EXHIBITS &
NETWORKING:
17:15 – 18:30**

Room: St. Julian's Bay/St. George's Bay

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Our core characteristics:

- A proven track record* for test development, construction and logistics
- Scientifically based due to extensive knowledge of psychometrics, research and testing
- Partner of both governmental and non-governmental organisations
- Solutions are team efforts; together we set up a programme that enables you to strengthen the personal assets within your organisation.
- Trend-setting, objective, trustworthy

** e.g. OECD, World Bank, European Community, Ministries of Education, Awarding Bodies and Examination Institutes.*



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THURSDAY, 26 SEPTEMBER

08:00 – 08:30	E-ATP/ATP Member Meeting	Castillian Suite
08:00 – 18:00	Registration Open	Bay Foyer
08:30 – 09:45	Keynote Presentation	Spinola Bay
09:45 – 10:00	Exhibits & Coffee Break	St. Julian's Bay/St. George's Bay
10:00 – 11:00	Breakout & Sponsor Sessions	
11:00 – 11:15	Exhibits & Coffee Break	St. Julian's Bay/St. George's Bay
11:15 – 12:15	Breakout & Sponsor Sessions	
12:15 – 13:30	Demo Competition & Lunch with Exhibitors	St. Julian's Bay/St. George's Bay
13:30 – 14:30	Breakout & Sponsor Sessions	
14:30 – 14:45	Exhibits & Coffee Break	St. Julian's Bay/St. George's Bay
14:45 – 15:45	Breakout Sessions	
15:45 – 16:00	Exhibits & Coffee Break	St. Julian's Bay/St. George's Bay
16:00 – 17:00	Breakout & Sponsor Sessions	
17:00 – 18:00	ATP Reception with Exhibitors & Demo Competition	St. Julian's Bay/St. George's Bay
19:00 – 22:00	Prometric Sponsored Event	

See the Prometric Booth for more details!



KEYNOTE ADDRESS:

08:30 – 09:45

Room: Spinola Bay

Bob Athwal

Director of the Careers
Service, University of
Leicester

Skills, Competencies and Literacies: What are the Needs of the Digital Generation?

The future is now and innovation is constant. The pace we move at is nano. However, we as organisations have frameworks and constraints that bind us and slow our innovation down. As universities address the skills issue for this generation, graduates are going to be better prepared and articulate in those skills that organisations crave. But if you then do not fulfill your promise, they will disappear as quickly as they came. Are you ready for this challenge?

E-ATP/ATP MEMBER MEETING:

08:00 – 08:30

Room: Castillian Suite

Enjoy your second cup of coffee or tea with E-ATP! Whether you are an E-ATP/ATP member or not, join us to learn more about E-ATP/ATP membership benefits and current initiatives. All are welcome!

EXHIBITS & COFFEE BREAK:

09:45 – 10:00

Room: St. Julian's Bay/St. George's Bay

SPONSOR SESSION: PROMETRIC



Room: Norman Suite

Innovations in the Test Development Lifecycle – That's Cool!

Over the last five years the testing industry has undergone many changes impacting the ability to provide a first class testing experience for each and every candidate. Test sponsor organizations have an on-going need to frequently develop and deploy the most up-to-date content that is based on your unique knowledge, skills and abilities.

One way to do that is by leveraging advancements in technology. Please join Prometric for a demonstration of its suite of innovative product offerings that allow organizations to deploy resources and produce exam content like never before. MyItemWriter is an intuitive item development platform that allows experts around the globe to contribute exam content whenever and wherever they find inspiration while doing it on a device of their choice. MyExamReviewer allows test sponsors the ability to review and comment on the exam that their candidates will be taking prior to actual deployment. MyExamReview's approach to creating a feedback loop using collaborative technologies allows exams to go to market faster.

Speaker: Simon Cowan
Prometric

BREAKOUT 3-1 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

Video Based SJTs and Selection of Civil Servants: What About Adverse Impact?

Room: Carthaginian Suite

This interactive presentation will discuss the concept of adverse impact in video-based Situational Judgement Testing. After last year's client co-presentation "First Anniversary of Situational Judgement Testing", this session will provide the results of the adverse impact studies (gender, age,...) of the innovative video-based SJTs created by Adforum for Selor. Selor is known as a prominent innovative selection office and leading example regarding adverse impact. The perspective on the importance of adverse impact in the selection processes for the public services will be discussed and presenters will explain why Selor opted for the video-based SJT testing format. Adforum created innovative video-based SJTs for the selection of lower administrative functions at the Belgian public services. During the development of the video-based SJTs, Adforum took into account best practices to reduce adverse impact at a maximum. During the winter and summer of 2013, the video-based SJTs are used in the selection procedures for the Belgian public services. The results of the analyses will be made public for the first time at the EATP conference.

Speaker 1: Michael Tack
Adforum

Speaker 2: Koen Verlinden
Selor (Selection office of the Belgian Civil service)

BREAKOUT 3-2

➤ EDUCATE ➤ SKILL ➤ EMPLOY

Adapting to MOOCs: Necessary Policy Changes from an Industry Perspective

Room: Castillian Suite

The rise of the Massively Open Online Course (MOOC) has many implications for distance educators. This presentation will focus on the strategic changes that post-secondary distance educators need to make to avoid the disruptive effects of the emerging phenomenon. Our objective is to make clear why MOOCs have the potential to disrupt existing distance education programs and what educators need to do to avoid this. Loss of revenue through declining enrollment as a result of more and more students turning to MOOC courses should be a factor in distance educators making major policy changes. Rather than avoid embracing the methods of MOOCs, this presentation will outline several different ways administrators can implement similar course structures. The problem that MOOCs pose for institutions is their need to monetize their user bases. Because of the vast amounts of venture capital invested in companies like Udacity and Coursera, these firms will need to find strategies that generate profits and the trend is moving towards accreditation. This represents a financial problem in that MOOCs will be able to undercut established programs and offer courses for credit that are cheaper for students. As a result, this presentation will outline major strategic policies that distance educators will need going forward. Following this presentation, educators will be more knowledgeable about how to deal with a phenomenon that will become a permanent fixture in online education.

Speaker: Don Kassner
ProctorU

BREAKOUT 3-3

➤ EDUCATE ➤ SKILL ➤ EMPLOY

Working in China: Differences Between German and Chinese Management Styles

Room: Phoenician Suite

The purpose of this presentation will be to show how advanced, computer-based psychometric assessment can be used to provide information that goes well beyond taking an initial look at individual candidates. With the growing importance of China in today's business environment, increasing numbers of Europeans are working with Joint Venture companies in China, and not all find it easy to adapt to working with their Chinese colleagues. We will be looking at how psychometric assessment can be used to identify the cultural differences that can cause problems. Knowledge of these differences can help European managers understand how to adapt their behaviour to enable them to be more effective in the Chinese environment. The example we will be presenting will be looking at differences between German and Chinese management styles, based on the psychometric results of 155 German and 532 Chinese managers. This study was undertaken for our associates in Shanghai who were asked by the Shanghai European Union Chamber of Commerce to assist in selecting and preparing German managers prior to their moving to Shanghai to work with Joint Venture companies.

Speaker 1: Chris Sale
EDAC

Speaker 2: Richard Sale
EDAC

THURSDAY, 26 SEPTEMBER 10:00 – 12:15

BREAKOUT 3-4

► EDUCATE ► SKILL ► EMPLOY

About New Adaptive Learning on the Basis of Old Concept

Room: Roman Suite

It is suggested that the approach to optimization of adaptive learning is by optimum item difficulties. This optimization is based on connection of the Vygotsky's concept about zones of learner's development and mathematical models of the modern theory of tests – Item Response Theory. By this connection some inequalities are resulted, which are allowing to allocate items for maintenance of learner's development in adaptive learning and to minimize the measurement error at carrying out summative assessment. These inequalities are supplemented with the personal characteristic curves illustrating zones of learner's development. The steepness of personal characteristic curve constructed by means of a two-parametrical model, is interpreted as a parameter of learner's structure knowledge. The researchers in the sphere of Item Response Theory and development in this theory of some mathematical models have allowed comparing the learner's level of ability and level of item difficulty. The idea of comparison has been realized in adaptive learning on the basis of item selection by the $\theta < \beta$. Such scores are associated with zone of learner's nearest development. We tried to solve the problem of optimum items selection for current scores in adaptive learning and to formalize these individualization zones by mathematical models of IRT. So we suggested some inequalities on the base of Rasch model and Birnbaum model of IRT for adaptive learning.

Speaker: **Victor Zvonnikov**
State University of Management

BREAKOUT 3-5

► EDUCATE ► SKILL ► EMPLOY

Ultimate Security Challenge: How to Run an Assessment Program in Maximum Security Prisons

Room: Spinola Bay

In this session we will share our experiences gained through running a computer based assessment program across various correctional facilities in Australia. The locations range from minimum to maximum security facilities, which in turn placed different demands on the delivery method. This program has presented us with a unique set of challenges on numerous levels, ranging from targeting a very diverse population to addressing highly specialised security needs. As part of our presentation we will share the background for the development of this assessment, its design and the framework used. We will discuss the purpose of the assessment program chosen and present some of its unique features. This particular assessment was designed to address core skills (literacy and numeracy) in populations with interrupted or limited education and limited exposure to formalised assessment situations. The assessment uses realistic vibrant question prompts to actively engage test takers. Results of the assessment are used to inform educational programs and appropriate work placements for this population. In addition, we will share the challenges faced with delivering a computer based assessment program into such a

unique environment. The delivery method had to be innovative and flexible enough to present an advantage to our clients compared with previous labour intensive paper based assessments. In this section of the presentation we will focus on the security demands placed on this project and some of the practical solutions to accommodate the highly specialised nature of this testing environment. This presentation will share experiences from Australia and enable discussions for how the lessons learnt apply in a European context.

Speaker: **Mette Hoeyberg**
Australian Council for Educational Research

EXHIBITS & COFFEE BREAK:

11:00 – 11:15

Room: St. Julian's Bay/St. George's Bay

SPONSOR SESSION:

11:15 - 12:15

PEARSON

Room: Norman Suite

Have You Missed One of Our Sessions?

Then join us for a short, sharp recap on: credential badging, remote proctoring, innovative item analysis/scoring, social media crises and mobile practice tests.

Catch our highlights package for a bite-sized overview of our key sessions.

Speaker 1: **Jarin Schmidt**
Pearson VUE

Speaker 2: **Kirk Becker**
Pearson VUE

Speaker 3: **Mark Poole**
Pearson VUE

Speaker 4: **Matthew Poyiadgi**
Pearson VUE

Speaker 5: **Nikki Pope**
Pearson VUE

BREAKOUT 4-1

➤ EDUCATE ➤ SKILL ➤ EMPLOY

Serious Games for Leader Assessment and Development

Room: Roman Suite

There has been a growing need for Serious Games to have a powerful assessment framework that is integrated within the game-play. Research suggests that weaving in assessments such as, Completion Assessment, In-Process Assessment and Teacher Evaluation in Serious Games (Michael & Chen, 2005), greatly enhances the likelihood of players leveraging the learning possibilities of the game. The Infosys Leadership Institute (ILI) owns the development of over 800 senior leaders in Infosys. In 2010, Infosys decided to pursue the designing of a Serious Game "Grandmasters of Influence" for their leaders with the aim of helping them learn and apply the concepts involved in the social psychology of Influence (Cialdini, 2001). Based on the actual experience of building a serious game for leader development, ILI is now ready to share the design challenges faced while integrating the assessment framework into the game-world. In addition to highlighting the assessments/feedback mechanisms that would create learning motivation, the presentation will illustrate examples covering the approach used for embedding assessments directly into the learning environment, including evidence-centered design, diagnostic, formative, summative and stealth assessments to guide the learning experience.

Speaker 1: Chitra Sarmma
Infosys

Speaker 2: Purnima Gopalakrishnan
Infosys Leadership

BREAKOUT 4-2

➤ EDUCATE ➤ SKILL ➤ EMPLOY

Going Global: Tips for Effective Test Translation and Localization

Room: Castillian Suite

Globalization has removed geographic barriers and opened new opportunities for international learning, sharing and exchanging of expertise and career paths. It has also posed a significant emerging challenge for test publishers and awarding bodies: how do we manage the adaptation of test items for multiple languages and cultures efficiently and effectively? This session will present tips for anticipating challenges and preventing mistakes in providing valid translations, licensing tests in multiple countries, protecting test content, managing item banks and delivering tests securely. It will explain some of the procedures and solutions for adaptation currently in use at EXIN, a provider of independent information management certification and accreditation for ITC Professionals.

The session will also briefly explore the importance of awareness of and alignment with international guidelines for adaptation of tests and the relationship with your organization's quality assurance processes. The session will include examples that illustrate multilingual item management.

Speaker 1: Stefanie Moerbeek
EXIN, Examination Institute for Information Management

Speaker 2: Che Osborne
Questionmark

BREAKOUT 4-3

➤ EDUCATE ➤ SKILL ➤ EMPLOY

PISA, Poland and Paperless Marking: The Role of e-Assessment in Educational Improvement

Room: Phoenician Suite

Poland's Central Examining Board (CKE) and RM Education propose to set out how, as part of over a decade's worth of initiatives which have demonstrably improved educational standards, Poland chose to move from paper marking of high stakes exams to rolling out onscreen marking nationwide. The paper will be presented in the context of the international focus on using the OECD's PISA (Programme for International Student Assessment) rankings to inform education policy, and will include transferable learnings for other governments, awarding bodies, solution providers and educationalists. The presentation will follow a case study format, and will include: the factors which drove CKE to implement onscreen marking for their national exams; building a business case; the tendering process; engaging government sponsors and other stakeholders; managing implementation; meeting local regulatory requirements; and the impact on educational achievement of e-assessment for high stakes exams.

The presentation will include a critical assessment of practical initiatives used to drive adoption of e-assessment, including cross border study visits and in-country conferences. Also included in the presentation will be CKE's vision for future e-assessment programmes in Poland and their alignment with education policy. RM will add best practice from their work in other territories on overcoming barriers to implementation, building enthusiasm for change and engaging stakeholders at all levels.

Speaker 1: Jadwiga Brzdąk
Centralna Komisja Egzaminacyjna (CKE)

Speaker 2: Steve Harrington
RM Education

THURSDAY, 26 SEPTEMBER 11:15 – 13:30

BREAKOUT 4-4

► EDUCATE ► SKILL ► EMPLOY

From Education to Share Price Performance and More: What Does Big Assessment Data Say About Talent in Europe?

Room: Carthaginian Suite

Learn why assessment analytics is a key part of the big HR data picture critical for private and public sector organisations in Europe to plan and execute their talent strategies effectively. In the line with the key themes of the conference, the session will start by looking at the critical educational and economic challenges facing Europe as a backdrop to the data sets and analytics that will be shared. Rudner will describe how educators and recruiters in Europe can access analytics tools using educational assessments to enable them to better understand the motivations and reservations of talent populations in order to better craft messages and formulate outreach campaigns. From share performance data across an 18 year period, Jones will show where publicly quoted European organisations need to tune their leadership assessment programmes to more closely align with the European investment community that ultimately determines a company's valuation. Burke will share data from 4 million assessments across 205 countries and territories to map what advantages Europe enjoys in the supply of critical talents and to show where the challenges lie for the future of Europe as a global supplier of knowledge workers. This interactive session will give those new to analytics tangible examples of the new era of big assessment data, and policy makers and decision makers a clear sense of the talent map of Europe in the context of today's globalised economy.

Speaker 1: Eugene Burke
CEB-SHL

Speaker 2: John Jones
Vangent, General Dynamics

Speaker 3: Lawrence Rudner
Graduate Management Admissions Council

BREAKOUT 4-5

► EDUCATE ► SKILL ► EMPLOY

What are we Accountable For? Security Standards and Resources for High Stakes Testing Programs

Room: Spinola Bay

Tests used in Selection, Promotion, Certification, and other high stakes uses can be critically important to test takers, test program managers, and the agencies that use and sponsor the examinations. Among the many critical elements of test and program quality is the security of the examinations and results. Even if all the other criteria for fairness and validity for the intended purposes have been very well managed, a fall down in test security can lead to test results that reflect the test takers access to money and lack of scrupulousness; not their knowledge and skills that are related to the decisions that are made at least in part on the basis of test scores.

This session reviews two classes of assistance to test program managers and others who share responsibility for assuring test security:

1. Standards for test security
2. Security Resources for the test program manager

The presenters have helped develop a series of Standards and Resources that should be very useful to EATP participants including the new Handbook of Test Security and revised Security Standards from the International Test Commission and a collaborative effort by ATP and the US Chief State School Officers Organization. Our discussant brings extensive experience in test program management and collaboration with other agencies to ensure test program quality.

Speaker 1: John Fremer
Caveon Test Security

Speaker 2: David Foster
Caveon Test Security

DEMO COMPETITION AND LUNCH WITH EXHIBITORS:

12:15 – 13:30

Room: St. Julian's Bay/ St. George's Bay

Join us for this demo competition and vote on the most innovative and industry changing demos shown. More details will be provided as the doors open to the competition. Don't miss it!



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PRODUCT DEMO 1-1 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

Innovative Approaches to Identify and Grow High-Potentials

Competent leadership is crucial for a company's success. Recent studies indicate that businesses with strong leadership are 13 times more likely to outperform their competition, and three times more likely to retain their most talented employees. Yet, only 44% of HR professionals report having formal processes for identifying employees with leadership potential, and only 18% report having enough bench strength to meet their companies' future needs. Focusing on employee potential is a proven way to maximize organizational performance. So why do so many companies lack a comprehensive plan to identify, retain, and develop their high-potential employees? This session will focus on challenges faced by organizations and new and innovative ways that companies are integrating assessment tools and 360° feedback to identify and grow high-potential employees across Europe and the world (e.g. Cisco, and Adidas). Case studies will be shared that illustrate how innovative practices have impacted their European talent potential and afforded their European leaders to bring their talents to the global stage through rotations and multi-national assignments. This session will also include an interactive discussion with the audience to explore issues they face in relation to talent management.

Speaker 1: Rene Kusch
Metaberatung GmbH

Speaker 2: Ryan Ross
Metaberatung GmbH

PRODUCT DEMO 1-2 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

How (HTML5) Assessment Technology can Help and Hinder Disabled Candidates

Disabled candidates have always been a challenge for assessment technology developers. Much effort has already been put into developing new or adapting existing assessment platforms to the needs of people with specific disabilities. Two approaches are possible:

1. One approach is to integrate disabilities' support in the environment, e.g. by including spoken instructions, text-to-speech (TTS) readers or include big character sizes, or subtitles for all media fragments.
2. The other approach is to make sure that the platform works well with third-party help tools like braille rulers, screen readers, magnifying tools and special keyboards.

In the presentation's introduction, both approaches will be discussed with their advantages and disadvantages. But things get more complicated when different "languages" are at stake. For language testing, often several languages are shown on the same screen: the target or testing language (L2) and the interface language (Li). Li

is often the same as the mother language or L1 of the candidate. In some situations, the interface language of the candidate is not the candidate's mother language, e.g. when a less spoken language user takes an evaluation for a foreign language in an international organisation's context. Technology, interface and content can all have specific language needs and thus, different needs for disabilities support. It's an organisational and technological challenge to provide a technology that allows combining all these parameters to deliver the exact good content with the exact good support. Where cross-platform development was really helped with plug-ins like Adobe Flash, typically these plug-ins didn't perform well on disabilities support. HTML5 seems to be more promising since it produces plain HTML webpages without plug-ins.

Speaker: Bert Wylín
Televic Education

PRODUCT DEMO 1-3 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

Meeting the Challenge: A Case Study in High-Stakes, Large-Scale Test Administration

High-stakes testing raises a number of challenges that are amplified in high candidate volume scenarios. Standardization of the test content and administration; security of intellectual property; supervision of examinees and protection against cheating; and preservation of the integrity and fairness of the assessment program are key considerations. Fortunately, technology advances have made feasible the use of innovative computer-based item types and automated test delivery systems to address many of these challenges. In this session, a case study will serve as a backdrop to explore challenges and solutions that were developed in assessing entry-level Firefighter candidates for the City of New York. PSI developed and administered an innovative new computer-based test for entry-level Firefighters for the City, which was under a court order to provide a job-related and fair procedure for selecting candidates for the Firefighter job. A multimedia test and innovative item types were developed that allow candidates to demonstrate their capabilities in a more realistic manner than traditional paper-pencil tests. The new test was administered to more than 41,000 candidates in a 5-week period using the ATLAS™ computer-based testing system to deliver the exam in the PSI testing channel and several large specially created testing event centers. PSI administered the tests with a high degree of accuracy and security, leading to a successful implementation. The assessment was demonstrated to be valid and fair, enabling the City to proceed in the talent selection process.

Speaker 1: John Weiner
PSI Services LLC

Speaker 2: Greg Becker
PSI Services LLC

PRODUCT DEMO 1-4 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

Integrating Best-of-Breed Assessment Solutions: TAO and Questify, How Did We Fix It?

Standards such as QTI and LTI have been around for a while, but they have yet to be adopted more broadly by customers and vendors alike. This can be explained by a lack of understanding of what these standards mean from a user perspective, but also by the fact that these standards are not entirely free from ambiguity. This presentation will explain the problematics of making assessment tools from different vendors interoperable, and what barriers need to be overcome. Based on their own experience with these standards, Cito and TAO will propose a blueprint for implementing QTI and LTI, and demonstrate how a coordinated implementation opens the door to a wide range of new features. In particular, the audience will see first hand how stand-alone products can now be combined to provide additional value at little or no incremental cost: between open source and closed source Assessment systems, exemplified by TAO and Questify, for low-stakes to high stakes assessment planning; and between open source Learning Management and Assessment systems, exemplified by Moodle and Sakai, for a seamless integration of learning and testing methods.

Speaker 1: Mark Molenaar
Cito

Speaker 2: Thibaud Latour
Open Assessment Technologies S.A.

PRODUCT DEMO 1-5 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

Set up a Mobile Test Center in Minutes

The ubiquity of inexpensive devices such as the Apple iPad and the availability of security-enhancements beg the question: Why not offer higher-stakes tests at conferences and other gatherings – or for groups of people who live or work far from testing centers? Being able to set up exam rooms whenever and wherever they are needed can expand the reach of test publishers while making it easier for candidates to meet their goals. This session will show how to set up a mobile test center quickly and easily. It will explain which mobile devices would be suitable for this purpose. It will also demonstrate hardware solutions that enable the use of iPads and other tablets in kiosk mode, Apps that make it easy to access tests using mobile devices and methods for preventing task switching. It will offer pointers for designing tests that work effectively on small screens, with low bandwidth requirements.

Speaker: Bart Hendrickx
Questionmark

PRODUCT DEMO 1-6 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

Open Source Case Studies:

1) Designing and deploying a Highly-Flexible, Multi-Lingual Item Bank

2) Piloting e-assessment Technology for the Evaluation of Nationwide Learning Outcomes

This presentation will provide a technological foundation for Education and Human Resource professionals by explaining the fundamental aspects of open source software, and sharing proven guidelines for the introduction of e-Testing platforms in large-scale environments. This more theoretical part will be followed by practical use cases, illustrating two distinct deployment scenarios that have been developed by the Swiss conference of cantonal ministers of education (EDK) and the Education Ministry of Finland, respectively. Case 1 will lay out the processes needed to successfully deploy item banking solutions in multi-lingual K-12 learning environments. Case 2 will discuss the importance of properly piloting the various phases of a nation-wide rollout of e-Testing software for the evaluation of learning outcomes across K-12, higher education and vocational training.

Speaker 1: Marc Oswald
Open Assessment Technologies S.A.

Speaker 2: Thibaud Latour
Open Assessment Technologies S.A.

PRODUCT DEMO 1-7 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

The Test Administration Continuum: A solutions-based approach to designing the optimal delivery models for your testing program

Test sponsors are no longer restricted to one or two possible delivery models. In fact, the virtual explosion in possible options has made selecting the right model, or models, for a particular testing program rather daunting. This “abundance of choice” often means that the status quo is maintained long after much more suitable alternatives have been developed. This session will inventory all of the available delivery models, critically analyze them for their relative strengths and weaknesses and propose some techniques you can use to identify your own solutions on the test administration continuum.

Speaker: David Meissner
Kryterion

PRODUCT DEMO 1-8 ► EDUCATE ► SKILL ► EMPLOY

Putting Equality Into Assessment Practice: Reasonable Accommodations for People With Disabilities

The Belgian Federal Government's Selection and Recruitment Office (Selor) is the organization responsible for the recruitment and career development of civil servants. Equal opportunities are one of the core values of Selor. Diversity is one of the 'supportive processes', and as such, it interacts with the main processes (such as selection, orientation, certification) and other supportive processes such as communication and innovation. The main end product and aim of the diversity process is to create objective and neutral reserve lists of competent candidates for specific positions. In order to achieve this goal, selection and screening methods must be accessible for all. Since 2003, one of the key projects to advance non-discrimination is to ensure that 'reasonable accommodations (RA) are made for candidates with disabilities in all selection procedures Selor coordinates. As such, all job candidates who have a disability can take part in a selection process that caters for their specific needs.

Given our 10 year experience in this domain, Selor has gained considerable expertise with this innovative project and is widely regarded as an international best practice. To date, the Selor Diversity unit has adapted & analyzed selection procedures for more than 5000 candidates with various types of disability (vision impairment, hearing impairment, learning disability, physical disability, ...). Selor applies an "inclusive methodology", which means that candidates with disabilities are integrated in 'regular' assessment procedures. The selection tools are thus adapted/ accommodated to the individual disability. Based on over 5,000 records in our RA database, a theoretical framework of 'possible adaptations per test type' has been created and implemented in Selor's assessment practice. Selor's Research unit also subjects the RA methodology to a continuous monitoring sequence – so as to adapt practice where necessary and to gain insight in trends. This session reports on this "10-year-story" from 3 different angles: A) Theoretical framework & methodology: reasonable accommodations in practice. Particular attention will be paid to Selor's state of the art 3D methodology for testing blind candidates on abstract reasoning skills; B) Statistics & key figures: towards an evidence based approach in adapting selection procedures for candidates with disability & directions for future research; and C) Sharing innovations in reasonable accommodations - "Selor's open source model".

Selor gives all attendees of this session exclusive access to the 'Selor RA Tool' (a visual classification & decision tree through which e.g. selection staff themselves can determine the most appropriate accommodation for candidates with disability, given the type of disability and type of test)

Speaker: Vincent Van Malderen
Selor

PRODUCT DEMO 1-9 ► EDUCATE ► SKILL ► EMPLOY

Scalable, Adaptive Learning and Assessment Environments of the 21st Century

In this demonstration we will show you the developments of our scalable and adaptive learning and assessment environment. In several steps we will walk you through new possibilities given by current technology and Open Standards.

Visitors will get insight into how combinations of Open Standards like ePub, QTI, and TinCan can be used to realise highly advanced learning systems. Also, insight is given into the state-of-the-art architecture of the platform, which can scale linearly to accompany 10's of thousands of concurrent users.

Speaker: Allard Buijze
Trifork

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SPONSOR SESSION: RM EDUCATION

Room: Norman Suite



Moving from Paper to e-assessment: Easy as 1, 2, 3

When it comes to transitioning from paper to e-assessment, what works for one awarding organisation won't necessarily work for another. For some, an obvious first step is to implement onscreen marking; perhaps integrating with an e-testing solution further down the line. Others prefer to dip a toe in the water with an online authoring system, before ramping up to onscreen testing. Less common, but most ambitious, is to go from a standing start to a completely integrated system. Identifying the right course for you involves a clear understanding of your goals and the pros and cons of available solutions. This session will explore three different adoption routes based on the real life experiences and objectives of awarding organisations around the world.

Speaker 1: Jonathan Hale
RM Education

BREAKOUT 5-1

► EDUCATE ► SKILL ► EMPLOY

Analysis and Scoring of Innovative Items

Room: Carthaginian Suite

In recent years, several testing programs in certification and licensure have extended item-writing efforts to include innovative, objective item formats alternative to the single-response multiple-choice question (MCQ) format. Several of these item types—including multiple-answer multiple-choice (MAMC), short answer (SA), hotspot, and drag-and-drop (matching or ordering)—have been available for several years and are starting to witness wider use. However, the lack of fundamental research to establish the value of these item types led the presenters to conduct this investigation with the hope of advancing a delineation of best practice. This presentation will specifically explore creative use of response data in item analysis of alternative question formats in order to better understand the performance and psychometric functioning of these items. We will first discuss psychometric considerations related to the new item types, including content development and how the alternative formats fit the construct definition, as well as issues surrounding presentation and scoring. This presentation will also feature a comprehensive evaluation of item statistics for the alternative formats: difficulty, item fit, discrimination, response time, and dimensionality. Analysis of these item types has demonstrated an overall distribution of item difficulty similar to that of the MCQ format while exhibiting increased discriminatory power and response time.

Speaker: Kirk Becker
Pearson VUE

BREAKOUT 5-2

► EDUCATE ► SKILL ► EMPLOY

Anytime, Anywhere Certification Testing: Strategies for Secure and Convenient Online Exam Delivery

Room: Castillian Suite

This session will focus on effective approaches for securing remote test-taking environments to meet today's demands by allowing the test takers access to the exams from any place, at any time. The first half of the session will:

1. Show the benefits of allowing a candidate to take exams from any place, at any time
2. Show how EXIN used assessment management and remote monitoring technologies to create such a service.

In the second part of the session, experiences will be shared and compared with the audience on:

1. Why remote proctoring technology was implemented
2. What worked, and what would be done differently
3. Statistics and data that illustrates how remote monitoring is working, instances where cheating was prevented and insights into what new opportunities lie ahead.

The objective of this session is to show that remote testing is in reach for all. It will help create roadmaps for developing a secure exam delivery model. This will be accomplished from sharing of real-world experiences. Participants will understand that online examination is a practical option. Attendees will be able to articulate the best practices for successfully deploying a remote monitoring system. Presenters will work with the audience to help them to develop their own framework for implementing technology that provides true exam integrity for their certification programs with anytime-anywhere access.

Speaker 1: Hans Mulder
EXIN Holding

Speaker 2: Bart Hendrickx
Questionmark

Speaker 3: Doug Winneg
Software Secure

BREAKOUT 5-3

► EDUCATE ► SKILL ► EMPLOY

The Math Garden: A New Computer-Adaptive and High Frequency Progress-Monitoring System

Room: Phoenician Suite

We present an innovative computerized progress-monitoring system for measuring arithmetic learning and development in primary education. This web-based monitoring system, the Math Garden (<http://www.mathsgarden.com>), contains a challenging web environment for children to practice arithmetic skills. Children are free to choose between over 15 different practice domains, in which items are matched to their current ability level. The system is driven by advanced psychometric algorithms to simultaneously track the development of arithmetic abilities of the children, and to track the development of items in the item bank. Calculations are performed in real-time, and new items are calibrated on-the-fly. The availability of current estimates gives the system a lot of flexibility, for example to adapt to changes in curriculum.

Currently, about 500 thousand responses a day are processed, summing up to a total of about 200 million responses in the database. While the system provides both feedback and virtual incentives to the children, at the same time the teachers are provided with detailed and up-to-date information on the performance of the individual children and of the aggregated performance of the entire class. In this presentation we will give a demonstration of the Math garden, elaborate on its design and on the psychometric algorithms that drive it.

Speaker 1: Matthieu Brinkhuis
Cito

Speaker 2: Marthe Straatemeier
Oefenweb.nl / University of Amsterdam

BREAKOUT 5-4

► EDUCATE ► SKILL ► EMPLOY

Journey from Approval of Accommodations to Implementing those Accommodations

Room: Roman Suite

This presentation will follow the journey through implementing accommodations, consisting of:

1. Current practices of providing reasonable accommodations?

- a. Human Personnel
- b. Technology

2. Challenges of multi-national testing

- a. Cultural
- b. Information Privacy
- c. Monitoring

3. How are those accommodations currently being provided?

- a. Test takers bringing in readers
- b. Staff and board members serving as service providers
- c. Independent service providers
- d. Limitations and benefits of technology and human service providers

4. How do current methodologies preserve the security and confidentiality aspects of testing?

5. What are the current security concerns with accommodations?

- a. Allowing friends and family members to assist test takers
- b. Protecting exam content from being posted on the internet
- c. Protecting the confidentiality of the entire exam process
- d. Overcoming language barriers: closely translating exams from one language to another
- e. Validity of Test Results?

6. Future approaches to providing reasonable accommodations?

- a. Combining technology with personnel -> Assisting test takers remotely
- b. Pros & Cons of such approaches

7. Current practices followed by WOHL Communication Services, Inc. to provide accommodations while keeping security and confidentiality in mind.

- a. Thorough Training Practices: allows providing ethical and operational standards of behavior.
- b. Assuring that the test taker and service provider are unknown to each other: protects from biases
- c. Following certain client guidelines of not utilizing service providers from the same educational/professional community to assist takers: allows test takers to be a part of the same community and not have their disabilities be known to others
- d. Rigid Recruiting Process: find qualified service providers who understand the need for confidentiality and security of the exam content and test taker's information.

Speaker 1: Myrna Wohl
WOHL Communication Services, Inc.

Speaker 2: Ada Woo
National Council of State Boards of Nursing

THURSDAY, 26 SEPTEMBER 13:30 – 14:45

BREAKOUT 5-5

► EDUCATE ► SKILL ► EMPLOY

Detecting Changes in Item Performance: DIF and DRIFT - How Can it Improve Your Assessments and Help When Expanding Your Testing Programme Across Borders?

Room: Spinola Bay

Expanding your testing programme in Europe and beyond can bring positive benefits to your organisation with increases in membership and candidate populations. Expanding beyond your home country requires not only embracing diverse cultural and language differences. There is also a need to be cognizant of, and accountable for, potential adverse effects of cultural and language differences among test-taking populations. The increased potential for item exposure and item harvesting also needs to be addressed.

With regard to cultural and language issues, idiomatic phrases well-known in one culture can be problematic for another. One of the goals in test development is to always remove elements of the testing experience that could detract from the purest possible measurement. Differential Item Functioning (DIF) is a statistical means to assess test items for systematic differences in performance across cultures and languages. Join us as we discuss this often overlooked, but important, step toward better measurement. Do you reuse items from one form to another? Do you have items in your item bank that were initially written and reviewed several years ago? The item bank is one of the major assets a test publisher possesses, and any threat to the security of the item bank poses a great financial risk. When items are used on multiple forms or over a period of years, we find that the performance may drift in both positive or negative directions. Being able to detect item drift can be a major assistance to the test publisher. This session will also look at how drift analysis is used and how it can facilitate program improvement.

Speaker: Tadhg McCabe
Prometric

**EXHIBITS &
COFFEE BREAK:**

14:30 – 14:45

Room: St. Julian's Bay/St. George's Bay

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THURSDAY, 26 SEPTEMBER 14:45 – 15:45

BREAKOUT 6-1

► EDUCATE ► SKILL ► EMPLOY

Automating and Standardising Item Development Workshops

Room: Roman Suite

Do you find that item writing workshops are often not as productive as you would like? Is the quality and amount of items produced during events at the level that you would like it to be? Inefficient processes and technologies are a challenge and do not facilitate effective item development workshops. Adopting a structured approach, deploying best practices, easy to use technologies, and standardised outputs is integral to an effective item development process. The process should be documented and followed each and every time. The technologies utilised should be user friendly, intuitive and should facilitate training and adoption. The output should be standardised allowing a seamless transition to the next steps of the test development process (professional editing and peer review). Join us in a discussion of how we have implemented these three important characteristics into our standard test development processes. Learn how the resulting higher quality and number of items produced during item development workshops can have a positive financial impact on the cost of your programme.

Speaker: Beth Kalinowski
Prometric

BREAKOUT 6-2

► EDUCATE ► SKILL ► EMPLOY

Survey of New Techniques to Make Remote Proctoring Secure

Room: Phoenician Suite

Many institutions offer comprehensive online learning programs to meet the needs of today's global student. While the learning programs themselves are very popular, when it comes to demonstrating student competence and maintaining online assessment integrity, they are forced to employ traditional methods of proctoring that require physical supervision. This is for two primary reasons: assessment integrity and cost. Traditional proctoring can be very expensive in terms of time and money for both the student and the institution. This paper will examine the many innovations that already exist, as well as new ideas and techniques to make remote proctoring more foolproof (secure) and low cost, thereby truly completing the 'Learn anywhere, Test anywhere' experience.

Speaker: Manish Gupta
uCertify

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BREAKOUT 6-3

► EDUCATE ► SKILL ► EMPLOY

Situational Judgement Tests: Made to Measure?

Room: Castillian Suite

This session will address key themes on deployment of Situational Judgement Tests (SJTs) relating to:

1. Engaging candidates through selection processes
2. Defining and measuring “fit” to a role by assessing key behaviours linked to performance
3. Demonstrating the measurable impact of SJTs.

We will discuss our approach to designing SJTs and provide evidence from case studies where this has been applied with clients in Retail, Banking and Hospitality industries across Europe. SJTs are becoming ever more popular because of their benefits, which are well versed, as they:

1. Are face valid, providing realistic job previews to applicants
2. Can be deployed in text-based or more innovative, video-based formats to reflect company brand
3. Are valid, fair and reliable (if designed carefully)

There are many factors to consider in SJT development. Primarily: What do SJTs measure? Writing realistic work based assessments can be straightforward, but doing so in a way that follows best practice test construction, assessment integrity and value requirements is another matter. Why is this important in the context of 21st century talent management? Today's job market is competitive; so, companies must set themselves apart from each other as being a unique place to work, who offer great opportunities to their employees.

If a company invests more in their staff, how do they insure return on investment in their people? Answer: organisational and role fit are key. SJTs can help to solve part of this puzzle.

Speaker 1: Hannah Ablitt
SHL Group Ltd

Speaker 2: Carly Vaughan
SHL Group Ltd

Speaker 3: Emma Lee
SHL Group Ltd

Speaker 4: Claire Fix
SHL Group Ltd

BREAKOUT 6-4

► EDUCATE ► SKILL ► EMPLOY

What Will Happen to Recruitment Testing in the Next Five Years?

Room: Carthaginian Suite

There is plenty of evidence that major corporations like Expedia are trying to build their employer brand on social networking sites with a view to increasing the quality of their applicant pools. The strategy often involves leveraging the data about their current employees on Facebook and LinkedIn to create an “employee brand” and maintaining a linked community of talented people who currently work for other companies but who alert their personal network to job vacancies at corporations whose reputations they admire. Some companies are reporting major savings on fees to professional recruiters by employing this methodology and claiming a better match of recruit to job role and company culture than they have typically experienced.

As the focus of recruitment seems to be moving inexorably towards matching talented individuals to company culture, tools and methods for matching are now being sought more eagerly than ever before. Job candidates themselves are asking which cultures would best suit them and corporations are trying to articulate for themselves and others the nature of their current culture. Although many existing tools and methods for assessing individual differences could be used for matching, new ones will have to be devised and new data about organisations collected and validated. This presentation will review the work of pioneers in this space like Manageup or Glassdoor and speculate about a world of recruitment based on Mozilla open badges and social networking but without job boards, Applicant Tracking Systems or psychometric tests.

Speaker: Robert McHenry
OPP Ltd

THURSDAY, 26 SEPTEMBER 14:45 – 15:45

BREAKOUT 6-5

► EDUCATE ► SKILL ► EMPLOY

Getting it Right: Globalizing Your Assessments to Keep Up With Your Talent

Room: Spinola Bay

Global talent management and high-potential identification continues to be paramount as companies expand within and beyond their European borders. Over the past decade, advances in talent measurement have afforded organizations the ability to deploy leaders globally while continuing to build their bench strength. As organizations rely more and more on valid measures of skills, abilities, and personality to predict the future performance of their key talent, their assumptions are that test publishers are maintaining standards as they work to globalize their assessment content.

This session will explore innovations in the adaptation, validation, and implementation of assessments across Europe and expansion territories that European companies find key to future success. The presenters will discuss cross cultural assessment methods, research and challenges faced by assessment firms including cultural adaptation, local criterion validation, and the certification or approval of tools across local government bodies. Examples will be shared of European and multinational companies' challenges and the industries' response to assessment use across different languages and continents. This session will also include an interactive discussion with the audience to explore issues they face with assessing individuals across cultures.

Speaker 1: Ryan Ross
Hogan Assessment Systems

Speaker 2: Mattias Elg
Assessio

Speaker 3: John Weiner
PSI Online

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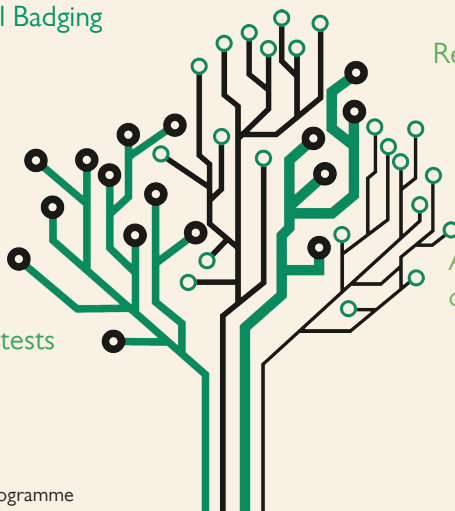
Credential Badging

Remote Monitoring

Social media crises

Mobile practice tests

Analysis and scoring
of innovative items



Full session details within the programme

pearsonvue.co.uk

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THURSDAY, 26 SEPTEMBER 14:45 – 16:00

BREAKOUT 6-6: IGNITE SESSIONS Room: Norman Suite

Ignite Sessions encapsulate the Ignite motto “enlighten us, but make it quick.” Each of these three talks are quick presentations with a few minutes of Q & A following.

IGNITE 1

➤ EDUCATE ➤ SKILL ➤ EMPLOY

Are You One Post Away From a Social Media Crisis?

This short, sharp session will help you use social media to engage with candidates, and better cope when social media turns ugly. Your organisation faces an ever-growing global army of online critics. Social media crises can ignite from anywhere, whether you're responsible or not – but what constitutes a 'crisis' and how can you minimise one? From candidates flaming your Facebook page with negative service experiences, activists setting up a campaign page against you, to outrage following your own 'innocent' posts, there are a number of instances where negative can turn critical. And don't think that avoiding social media altogether will save you! With 15 years' communications professional experience in both the digital and education fields, the presenter will share his easy to remember and implement model for social media management - 'the 3 Ps to appease a crisis'. In just five minutes you'll learn the most important parts to minimising a social media crisis – a practical social media policy that helps your nominated social media advocates to deal with and minimise everyday criticisms; how to be proactive to a point and making the right choice when sharing negative announcements; and finally to be proportionate in response to a prolonged wave of criticism.

Speaker: **Matthew Poyiadgi**
Pearson VUE

IGNITE 2

➤ EDUCATE ➤ SKILL ➤ EMPLOY

How do you Protect Your Intellectual Property and Provide a Fair and Reasonable Testing Experience for Your Disabled and Non-Native Language Test Takers?

This ignite session will highlight ways testing organizations deliver exams to test takers who do not readily understand the language in which a test is prepared or whose disability requires human accommodations. Participants are encouraged to raise examples of how they provide these services, while protecting their intellectual property and providing a fair testing experience to all test takers. Best practices and perplexing situations will be discussed.

Speaker 1: **Ron Wohl**
WOHL Communication Services, Inc.

Speaker 2: **Myrna Wohl**
WOHL Communication Services, Inc.

IGNITE 3

➤ EDUCATE ➤ SKILL ➤ EMPLOY

Leveraging Social Media to Connect with International Test Candidates

Social Media has proven that it's here to stay and is the preferred means of communication and networking for anyone ages 10-35. We are constantly trying to find new ways to connect with our candidates and potential test takers. How can we leverage Social Media channels to connect with them, whether they speak our language and live in our country or whether they live in a foreign country and speak an entirely different language? In this Ignite Session, you'll learn:

1. How to engage effectively with International Test Candidates
2. How that will differentiate you from other competitors in your field
3. Challenges you'll need to overcome when using Social Media across International borders
4. Gain/maintain free publicity since much of Social Media is public and indexed by search engines
5. New ways candidates are communicating, and how to enter their "space."

The Ignite Session will feature tried and true methods but also introduce new ideas and concepts that you are likely not yet using. This session will appeal to anyone interested in learning to stay on top of the latest trends in actively connecting with your ideal target audience.

Speaker: **Steve Addicot**
Caveon Test Security

**EXHIBITS &
COFFEE BREAK:
15:45 – 16:00**

Room: St. Julian's Bay/St. George's Bay

THURSDAY, 26 SEPTEMBER 16:00 – 17:00

SPONSOR SESSION:

Questionmark
...getting results

Room: Norman Suite

Flexibility and Security – From Test Creation to Delivery and Reporting

New technologies are helping test publishers create content more efficiently, deliver secure tests to a wider range of platforms, monitor participants remotely and make more meaningful use of test results.

Collaborative, browser-based authoring tools make it easy to create and share questions, view a question's full revision history, compare revisions and roll back to previous versions. Questions can be created online in a wide variety of formats and arranged in hierarchical topics.

Secure delivery apps and remote, real-time test monitoring offer opportunities to deliver tests outside of test centers, thus making tests available to a wider audience and serving the needs of more test takers.

New protocols for querying and updating data offer flexible access to data and easy harvesting of business intelligence, data analysis, and visualization. Organizations can tailor test reports to their particular requirements, with administrators using standard tools to create dashboards for instant, real-time views of test results.

This session will show how test publishers can use new technologies to create assessments more easily, deliver them securely and set the resulting data free to generate reports that meet their specific needs.

This session will include demonstrations of the following capabilities:
Collaborative, browser-based item and form creation
Secure delivery apps for iPads to enable Mobile test centers
Management and delivery of multilingual items and exams
Item and test analytics

Speaker: **Bart Hendrickx**
Questionmark



Join the Assessio network!

Assessio is the major test publishing company in the Nordic region. The company was started in 1954 by the Swedish Psychological Society and has a long history of developing research-based tests for selection and development of personnel. We are privately held since 1991.

Assessio's focus today is international expansion and global distribution. Our tests are available through our partner network in over 30 countries around the world. We offer a complete web-based portfolio to local test vendors and consultancy firms:

- Screening – **ServiceFirst** and **MINT**
- Personality and cognitive ability – **PJP**
- General Mental Ability – **Matrigma**

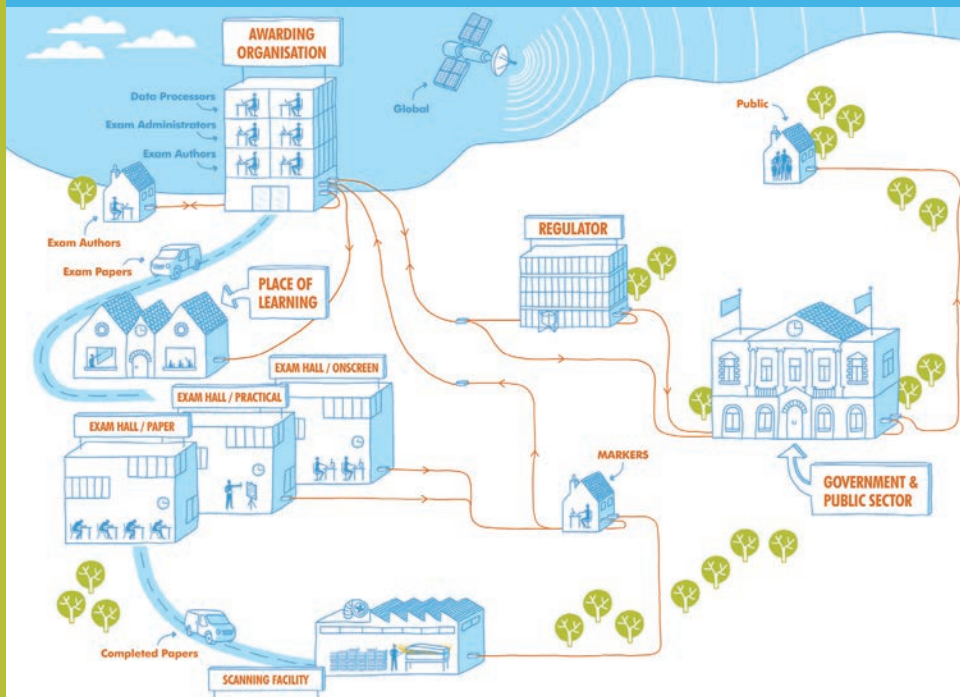
To learn more about Assessio, our tests and business opportunities, visit our booth in the exhibition area.

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- > Join our break-out session: **PISA, Poland and Paperless Marking: The Role of e-Assessment in Educational Improvement**, co-presented with CKE, Poland's national exam board

rmresults.co.uk

RM Results

BREAKOUT 7-1

► EDUCATE ► SKILL ► EMPLOY

Assessing our Assessments

Room: Carthaginian Suite

While the popularity of using assessments for selection and development in the workplace is increasing, the evaluation of their success, in terms of business impact, remains infrequent. How do clients really know they are hiring and developing the right people to support the business? This paper highlights the importance of using business information to validate assessments and shares recent findings from five European client studies. It's reported that more than 70% of organisations currently use assessments to make external hire decisions (Global Assessment Trends, 2012 SHL). SHL currently delivers over 25 million assessments every year. If we think about how many tests we deliver as a profession, it's a lot of assessments! While every effort is made in our profession to ensure that assessments are psychometrically sound, are we doing everything? How often do we rely on managers' performance ratings for validity? How do we ensure that the criteria we're using to validate are reliable and valid in themselves? In this session, we will present alternative measures of performance we have used to assess our assessments, alongside findings from five recent client case studies. These span European countries and a variety of industry sectors.

Speaker 1: Hannah Ablitt
SHL Group Ltd

Speaker 2: Claire Fix
SHL Group Ltd.

Speaker 3: Emma Lee
SHL Group Ltd.

BREAKOUT 7-2

► EDUCATE ► SKILL ► EMPLOY

Starting a Performance Based Testing Program: From Inception to Delivery

Room: Castillian Suite

This session will highlight the reasons for creating innovative items, the development of innovative item types including simulations and drag and drops with logic, from inception to delivery. The presenters will describe the item outcome, associated costs, and the challenges related to simulation development. Session attendees will gain insight into the undertaking of simulation item types and how decisions in the simulation creation process may produce long-term benefits for a testing program.

Speaker 1: Laura Balk
CompTIA

Speaker 2: Sara Rupp
CompTIA

Speaker 3: Russell Smith
CompTIA

BREAKOUT 7-3

► EDUCATE ► SKILL ► EMPLOY

Practical and Secure Options for Remote Monitoring

Room: Phoenician Suite

Test publishers and awarding bodies now have many delivery options beyond the traditional test center model. New approaches to assessment delivery and invigilation accommodate participants with varying needs and make testing possible for more people. But current and future technologies for delivering and monitoring tests prompt questions about reliability and test integrity. What strategies can be used to ensure alternative delivery options work effectively? What measures can be taken to prevent fraud and protect privacy? What's in store for the future? How will mobile tests or remotely monitored observational assessments be proctored? To what extent is BYOD (bring your own device) an option? The discussion will include how to balance expanded opportunities for publishers and test-takers with the need to safeguard program integrity.

Speaker: Mark Poole
Pearson Vue

BREAKOUT 7-4

► EDUCATE ► SKILL ► EMPLOY

Linking Formal Education, Assessment, and Certification - Accounting Jobs for the 21st Century

Room: Roman Suite

Employers are expecting university graduates to enter the workforce with job ready skills. Also, companies are looking for ways to train high potential employees with new skills. Certification organizations are in a position to help solve both issues. This session will focus on how IMA has worked closely with universities in Europe to embed our curriculum and the CMA certification into their formal degree programs. We are working with Erasmus University's Rotterdam School of Management, Vrije University in Amsterdam, University of St. Gallen in Switzerland, and others in Europe to train and certify students in job-ready accounting and finance skills that are in high demand. At the Rotterdam School of Management, for example, graduate students take several courses for credit that prepare the students for the CMA exam. The students can graduate with both a degree and a certification, giving them a competitive edge in the job market. This type of program strengthens the link between education and employability.

This session will discuss how we developed these programs, the success achieved to date and how certification programs can do this themselves. We will also talk about our work with companies in Europe, such as J&J and Nestle, to offer training and certification of their accounting and finance staff. This not only helps the companies become more successful, but also helps the employees develop new skills, which improves their employability within the company.

Speaker 1: Dennis Whitney
Institute of Management Accountants

Speaker 2: Jim Gurowka
Institute of Management Accountants



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19:00 to 22:00

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THURSDAY, 26 SEPTEMBER 17:00 – 18:00

ATP RECEPTION WITH EXHIBITORS & DEMO COMPETITION

17:00 – 18:00

St. Julian's Bay/St. George's Bay

PRODUCT DEMO 2-1 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

Building a Practice Test on a Mobile Device

This session will cover the key criteria for developing an impactful mobile practice test. From availability and responsiveness to offline use and adding new content, we'll take you on a whistle-stop tour of how to make a practice test available on the go. We'll also consider the reworking of test items to improve effectiveness and how to ensure your test layout is optimised for mobile.

Speaker: **Nikki Pope**
Pearson VUE

PRODUCT DEMO 2-2 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

Learn Anywhere, Test Anywhere

Room: Bay Foyer

To meet the needs of today's students, many institutions are offering online programs and degrees as well as blended courses that combine traditional face-to-face classes with online learning material (text, video, audio, etc.) and assignments. However, despite the compelling and virtual nature of their offerings, when exam time comes around, institutions have been forced to return to physical proctoring sites either on, or off campus to ensure the integrity of their assessments. What online and blended learning students need is a comprehensive learning solution that encompasses learning, reinforcing, feedback, assessing and proctoring all from a location of their choice. uCertify's complete learning Solution successfully delivers all five critical learning components in one powerful, affordable platform.

Speaker: **Manish Gupta**
uCertify

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PRODUCT DEMO 2-3 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

A Comparison of Testing Practices from Administration to Results

Every company involved in testing is tasked with a part of an ecosystem system that ultimately creates value because it produces a reliable measure of a participant's knowledge, skills and abilities. This session focuses on the security in this system from test administration to results. This session breaks down security into three domains and compares traditional to new technologies. The domains presented are process, physical, and data security. Process will look at the testing room and proctoring practices. Physical security is the management of the tests, the item responses, and personally identifiable participant information both on paper, and computer devices and systems. Data security is the integrity of the data where the reliability of the results are analyzed to ensure the measure is a fair representation of the participants work. After reviewing these three domains, session participants will experience some newer technologies in testing administration.

Speaker 1: David Chiszar
Turning Technologies

Speaker 2: Tina Rooks
Turning Technologies

PRODUCT DEMO 2-4 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

Measuring Integrity in a Balanced Way: Utilising Kohlberg's Theory of Moral Development

Integrity measures can be good predictors of work performance (Schmidt & Hunter, 1998), and integrity is an increasingly important attribute for companies, especially in the wake of the banking crisis. However, there are few measures of integrity available that are not transparent and easy to manipulate. We have developed an online multimedia tool, based, principally, on Kohlberg's theory of moral development (Kohlberg, 1981). It is a situational-judgement style assessment, consisting of 14 managerial-level moral 'dilemmas'. For each dilemma, participants are asked to rate 6 arguments they might consider in deciding how to act, with these relating to different stages of moral development. Video-content was chosen to maximise the fidelity of the assessment to real-life, and the tool has been designed to form the basis of a discussion between the individual and employer, or potential employer, about their style of moral reasoning and integrity. In this session, we will provide an outline of the theoretical basis of the tool, give an overview of the development process and also present the supporting reliability and validity evidence. We will also give a demonstration of the video content, and will highlight both the benefits of the assessment and its limitations. We will conclude by discussing our future plans for the tool, including the adaptation of the original Dutch version for global use and the creation of a further report in the form of a structured interview guide.

Speaker: Dimmy van Zanten
Cubiks

PRODUCT DEMO 2-5 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

Online Proctoring: A New Security and Customer Service Paradigm for a Changing World

This demonstration will explore how online proctoring can defend exam integrity and safeguard intellectual property while improving the convenience and quality of the testing experience. New technologies for authentication, real-time monitoring and test-taker interaction, coupled with professional trained and certified proctors/invigilators make the long-anticipated goal of being able to administer tests whenever and wherever they are required a reality. This session will challenge the conventional wisdom that physical testing centers are inherently more secure and demonstrate how online proctoring is being effectively employed by a wide variety of test sponsors around the world.

Speaker: David Meissner
Kryterion

PRODUCT DEMO 2-6 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

Questify, Authoring and Delivery Platform

Over the last years, Cito has put a lot of effort into the development of a test authoring and delivery platform. The development started primarily because Cito could not find a suitable solution in the market that was capable of coping with its varied demands to enhance internal workflows and in particular for use of high stakes testing. Due to enormous support and word-of-mouth publicity from our clients, Cito has decided to market this technology. Cito launched Questify at the 2012 E-ATP conference in Berlin. Since then Questify has booked great progress and it is our privilege to make others part of this success.

Questify is a software platform for planning, authoring, delivering, assessing and reporting high-quality tests and exams. Developed in close collaboration with test experts, psychometricians and developers from Cito, Questify is designed for a wide variety of tests and exams. The system enables you to administer tests and exams that provide valid and reliable insight into the development potential of (groups of) individuals, irrespective of the test location. Built on the principles of quality, security, speed and reliability, Questify also benefits from Cito's psychometric expertise, allowing you to create tests that assess what they are supposed to assess.

Speaker: Erwin van Schaffelaar
Cito

PRODUCT DEMO 2-7 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

The Use of OSCEs to Assess Communication Skills in Undergraduate Medical Students: A Systematic Review

Objective Structured Clinical Examinations (OSCE) are adopted for high stakes assessment in medical education. Students pass through a series of timed stations demonstrating specific skills. Examiners observe and rate students performance using predetermined criteria. So far only low level technology (paper) is used to capture, analyse and produce results. We demonstrate an Online Marking Tool(OMIS) to streamline the observational assessment process and to improve quality assurance and on time quality feedback to both examiners and examinees. OMIS captures assessment data in real time using a Web 2.0 platform. Currently, ten prestigious medical schools in the EU are using this type of observational assessment software solution.

Speaker: Thomas JB Kropmans
Qpercom Ltd/
National University of Ireland

PRODUCT DEMO 2-8 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

Learnsity: Innovative Item Types & Assessment as a Service

The U.S. Department of Education's Race to the Top Assessment Program and the introduction of the Common Core State Standards has resulted in the creation of two multi-state consortia. These federally funded organizations are developing assessment systems to build a pathway to college and career readiness by 2014–2015. In much the same way as the EU is aiming to develop Europe as a global source of knowledge and skills, the USA is focused on ensuring its people can demonstrate mastery of essential 21st century skills. The drive towards online assessment has allowed for the introduction of complex "technology enhanced" item types that allow students to demonstrate a mastery of a wide range of skills. In addition, sophisticated online infrastructures that support the development and delivery of a range of item types are supporting best practices in item development within testing organizations and educational institutions. During this session, attendees will view a range of technology enhanced question types being introduced in the US and discuss how European testing vendors are already implementing and benefiting from these item types. In addition, attendees will become aware of how the adaptable and modular testing platforms used to cope with state-by-state variability in the US can be leveraged by European testers to bridge legislative, linguistic and technological differences within a highly fragmented market.

Speaker: Denis Hctor
Pacific Metrics

PRODUCT DEMO 2-9 ➤ EDUCATE ➤ SKILL ➤ EMPLOY

Building a Flexible, Secure Centre Network to Deliver Large Scale E-Assessment Solutions

With over 12 years' experience in managing a distributed centre network, learndirect has demonstrable capability in designing, building, managing and aligning a network to best fit client and candidate needs.

Visit our demonstration stand to find out more, in particular how security requirements are met whilst balancing customer satisfaction, and how local delivery is maintained despite increasing efficiency requirements

Speaker: Amanda MacGregor
learndirect

FRIDAY, 27 SEPTEMBER

08:00 – 08:30	Sponsor Debrief	Phoenician Suite
08:00 – 13:00	Registration Open	Bay Foyer
08:30 – 10:00	E-ATP Security Committee Briefing and Demonstration	Castillian Suite
09:00 – 10:00	Breakout & Sponsor Sessions	
10:00 – 10:30	Exhibits & Coffee Break	St. Julian's Bay/St. George's Bay
10:30 – 11:30	Plenary Session	Spinola Bay
11:30 – 11:45	Exhibits & Coffee Break	St. Julian's Bay/St. George's Bay
11:45 – 13:00	Closing Keynote & Demo Awards	Spinola Bay

SPONSOR DEBRIEF:

08:00 – 08:30

Room: Phoenician Suite

This conference couldn't happen without the support of our sponsors! All sponsoring organizations are encouraged to join us as we debrief on the 2013 Conference and look ahead to the exciting new year.

08:30 - 10:00

SECURITY BRIEFING AND DEMONSTRATION OF PROCEDURES AT A TESTING LAB

Room: Castillian Suite

Would you like an ATP Security Committee briefing with a little more interaction and a lot more excitement? So would we! So this year we are presenting a two-part presentation to be as informative, interesting, and helpful as possible. This security workshop will present the following key topics and activities:

PART I – SECURITY BRIEFING

Part 1 of our presentation will include an update on all of the exciting security activities that have been completed this year, including

- **2012 Security Survey:** The results of the 2012 Security Survey will be reviewed, including key topics and themes extracted from survey responses, as well new trends seen in the data this year.
- **Security Practices by Test Delivery Methodology:** The Test Delivery Methodologies subcommittee created a document that provides a general overview of the types of delivery channels and models available for consideration, as well as activities available by channel and model to increase the security of your examinations.
- **Goals and Objectives for 2013-2014**

PART II – TEST CENTER SECURITY PROCEDURE DEMONSTRATION

Part 2 of our security presentation will involve a demonstration of security procedures in a testing lab. Various security protocols and security concerns will be outlined for the group. The session will be interactive with participants asked to participate in various activities and ask questions throughout the demonstration. If you are looking for great information on security in an engaging and interactive environment – this is the session to see.

Speakers – Security Briefing

Beth Holst

CEO Holst and Associates, LLC
(Co-Chair, Security Committee)

Facilitators – Demonstration

Stephen Hennessey

Director of Global Security, Prometric

Garrett Sherry

AVP and County Manager UK & Ireland, Prometric

SPONSORSESSION:

PEOPLECERT

Room: Norman Suite

Keeping an Examination/Certification Program Under Control: Content Control, Distribution & Reporting

PEOPLECERT is a global certification organization with a complete portfolio of exam/certification services. With In-house qualification and software development team of 40+ experts, PEOPLECERT systems are state of the art in content management, reporting and distribution of exams.

During this session you will be able to view a detailed presentation of this offering, including

1. Management of exam content (questions, question sets, allocation)
2. Exam administration systems (ordering and managing)
3. Proctoring management, including web-proctoring and on-site offerings
4. Results management
5. Certification triggering and verification process
6. Advanced reporting mechanisms for various stakeholders and with different access rights

This experience together with PEOPLECERT's Qualification Development System, guarantees the validity, security & integrity of exams. This system is based on PEOPLECERT ISO 17024 accreditation and all content is managed and developed in compliance to this standard, as well as a ISO 9001, ISO 27001, ISO 10002 and ISO 14001 certifications.

PEOPLECERT Highlights

- 3,300,000+ exams delivered to date in 80+ countries

Speaker 1: Byron Nicolaides
PEOPLECERT

Speaker 2: Panos Fiamopolis
PEOPLECERT

BREAKOUT 8-1

► EDUCATE ► SKILL ► EMPLOY

Going Global: Aptis, Forward Thinking English Testing

Room: Carthaginian Suite

The British Council creates international opportunities for the people of the UK and other countries and builds trust between them worldwide. With the aim to bring high quality English materials to every learner or teacher who wants them around the world, the British Council also works with governments to transform whole education systems to increase opportunity and employability through English. The British Council has been working in partnership with BTL to implement Aptis, a new and innovative global English assessment tool. Aptis is an English test for adults, which can be used to assess ability in all four English skills - speaking, listening, reading and writing. This session will examine the benefits Aptis can bring to employers and individuals by enabling Skilling and Employing, as well as the challenges involved in delivering such a programme through e-Assessment. The session will discuss how corporate businesses, government organisations, educational institutions and NGOs are using Aptis for:

1. Benchmarking students or employees
2. Language audits to identify training needs
3. Filtering potential employees for interview
4. Filtering students to identify those ready for other exams
5. Filtering current employees for promotion
6. As a diagnostic tool to identify strengths and weaknesses of people seeking employment
7. Evaluating language development projects.

The session will also discuss the challenges encountered and technology solutions deployed for areas such as:

1. Computer literacy
2. Test content
3. Pop up venues
4. Localisation.

Finally, the session presenters will look to future developments such as delivery through mobile and tablet devices.

Speaker 1: Jeremy Carter
BTL Group Ltd

Speaker 2: Martin Lowder
British Council

BREAKOUT 8-2

► EDUCATE ► SKILL ► EMPLOY

Ensuring the Security of Online Tests

Room: Phoenician Suite

In an increasingly mobile and online world, how can test providers ensure integrity while responding to increasing demand for flexibility in test locations and scheduling? Test publishers and representatives of academic institutions can expect to learn in this session about methods of online monitoring that incorporate identity authentication, face-to-face monitoring and other elements that provide safeguards like those found in test centers. An expert panel will share examples of industry research on and best practices for mitigating the threats of identity fraud, content theft and cheating on tests taken outside of traditional settings. The group will cover everything from exam structure and anti-plagiarism measures to options for online invigilation. Participants will be encouraged to ask questions and engage in an informed and detailed discussion.

Speaker 1: Eric Shepherd
Questionmark

Speaker 2: Patrick Craven
City & Guilds

Speaker 3: Don Kassner
ProctorU

Speaker 4: Ruben Garcia
Innovative Exams

BREAKOUT 8-3

► EDUCATE ► SKILL ► EMPLOY

A Global HR Credential: Steps to Encourage Success

Room: Roman Suite

Human Resource professionals around the world have frequently expressed their desire to hold a certification that recognises their knowledge of HR best-practices. Because many of these best practices include measurement of a country's laws, simply offering US-based examinations internationally presents a significant obstacle to success. The HR Certification Institute (HRCI) has developed two certifications, Human Resource Business Professional (HRBP) and Human Resource Management Professional (HRMP) specifically developed for international delivery. Materials designed to guide candidates on how to focus their preparation were developed as part of the overall test development process. Learn how HRCI approached this task, the unique elements of the practice analysis, the development of proficiency statements, and the challenges involved in recruiting 500 candidates from around the world to pilot the test questions.

Speaker 1: Beth Kalinowski
Prometric

Speaker 2: Linda Anguish
Prometric

BREAKOUT 8-4

► EDUCATE ► SKILL ► EMPLOY

Implementing a New Multilingual Selection Model Across 27 European Countries

Room: Spinola Bay

The European Personnel Selection Office (EPSO) delivers a staff selection service on behalf of the Institutions of the European Union. For each selection process candidates from the 27 member states are assessed in order to select the best for possible recruitment as EU officials within the Institutions. In 2008, EPSO initiated a major overhaul of its selection processes under the EPSO Development Programme (EDP). From a psychometric point of view the key feature was the shift from knowledge based to competency based assessment and the introduction of comprehensive item analyses on basis of the Rasch model. In March 2010, the first competition for graduates under this model was launched and a total of 37,000+ candidates were assessed against several competencies, including verbal, numerical and abstract reasoning. For the second competition for graduates in 2011 a total of 32,000+ candidates were tested, now including also a situational judgement test. All of the competencies were measured through computer-based tests.

Speaker 1: Paula Chadwick
European Personnel Selection Office

Speaker 2: Gilles Guillard
European Personnel Selection Office

Speaker 3: Markus Nussbaum
European Personnel Selection Office

**EXHIBITS &
COFFEE BREAK:
10:00 – 10:30**

Room: St. Julian's Bay/St. George's Bay



PLENARY SESSION: 10:30 – 11:30

Room: Spinola Bay

ASSESSMENT OF 21ST CENTURY SKILLS – HOW IS THE ASSESSMENT INDUSTRY ADDRESSING THIS CHALLENGE?

Europe is competing in a global economy that demands its knowledge workers possess '21st Century Skills', Critical Thinking, Problem Solving, Communication, Collaboration, Creativity and Innovation. Employers are demanding that educators focus on ensuring today's students possess these skills so that they are better prepared for the world of work. This panel discusses how the assessment industry is reacting to the need to better gauge the 21st Century skills of students and potential employees and the future direction of the assessment industry in this area.

Panelists:

Bob Athwal

University of Leicester

Geoff Chapman

eAssessment Association, Calibrand

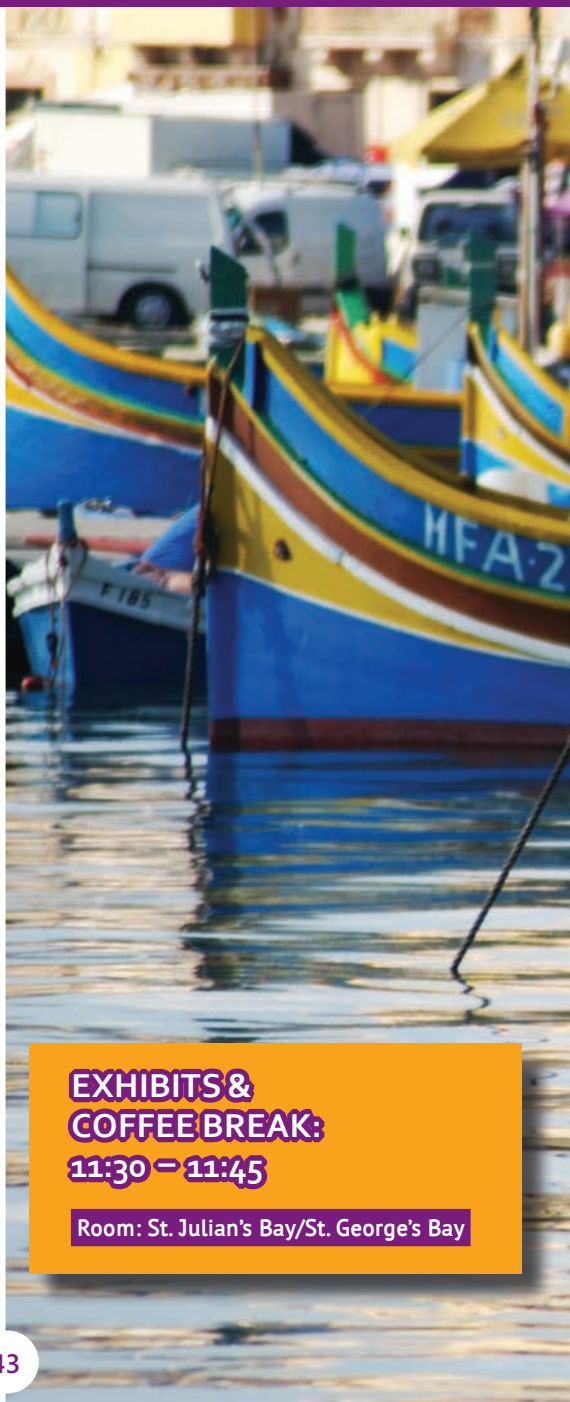
John Jones

General Dynamics IT

Moderator:

David Bearfield

European Personnel Selection Office (EPSO)



**EXHIBITS &
COFFEE BREAK:
11:30 – 11:45**

Room: St. Julian's Bay/St. George's Bay

FRIDAY, 27 SEPTEMBER 11:45 – 13:00

EUROPE ATP
2013
St. Julian's, Malta

CLOSING KEYNOTE
AND DEMO AWARDS:

11:45 – 13:00

Room: Spinola Bay



David Rippon

Head of OD,
Sunderland City Council



Sue Stanhope

Director of HR & OD,
Sunderland City Council

Never Let a Serious Crisis Go to Waste:
How a Shrinking Organisation Discovered
its Talent to Drive Change in Adversity

Europe is faced with significant economic challenges, particularly in the public sector, which is being asked ever more to manage the delivery of its services with ever less. Sunderland City Council is a large local government organisation, serving a city of 300,000 people and facing a challenge to continue to meet the needs of the local population, maintain the trust of its workforce, while delivering efficiencies equivalent to over half of its revenue budget.

Once you have worked the budgets, the structures and the organisational charts, it comes down to people.

This story is about how assessment has truly given the edge in challenging times. It is a story of an organisation engaging with assessment to understand the individual talents of their people and using this to drive change and maintain trust. It is a story about designing and delivering a process that is valid not just in the quality of the assessments and the purpose to which they are put, but in the outcomes those assessments have helped to achieve. It is also a story about Darren and unearthing a talent which now shines as an example of the power of assessment in connecting people with their potential.

In 2012, Sunderland City Council was recognised by the Municipal Journal as the "Best Achieving Council" – the UK's highest award for local government. The Council's HR and OD team won prestigious national awards for "Best Change Management Project" from the Chartered Institute of Personnel and Development and for "Best Use of HR Through Technology" from Personnel Today Magazine. Their approach to talent assessment and deployment has now been adopted by a number of councils across the UK, with many others considering how it can add value for them.

SPECIAL THANKS

William G. Harris
CEO, ATP

Lauren Scheib
COO, ATP

2013 PRESIDENT AND CHAIR OF ATP

Andrew Wiley
Senior Psychometrician, Alpine Testing Solutions

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